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NASSS

1990 CONFERENCE

THEME:

REFLECTIONS & PROJECTIONS



Denver Marriott City Center
Denver, CO
November 7-11, 1990

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Program and Abstracts

PROGRAM AND ABSTRACTS

**NORTH AMERICAN SOCIETY
FOR THE SOCIOLOGY OF SPORT
(NASSS)**

1990 CONFERENCE

THEME:

REFLECTIONS AND PROJECTIONS

**Denver Marriott City Center
Denver, CO
November 7-11, 1990**

Program and Abstracts

Congratulations to Ms. Lisa McDermott of Queen's University, winner of the 1990 student paper competition. Ms. McDermott's paper, "Towards an Integrative Critique of Modern Sport," will be presented on Saturday, November 10, in Session 8-2.

NASSS OFFICERS:

President: Howard Nixon, Appalachian State University

President-elect: Barbara Brown, University of Western Ontario*

Jay Coakley, University of Colorado at Colorado Springs

Treasurer: Steve Lerch, Radford University

Secretary: Judith Bischoff, Northern Illinois University

Members-at-large:

Cynthia Hasbrook, University of Wisconsin, Milwaukee

Dean Purdy, Bowling Green State University

Kevin Young, University of Calgary

SOCIOLOGY OF SPORT JOURNAL

EDITOR: Peter Donnelly, McMaster University

BOOK REVIEW EDITOR: Dean Purdy, Bowling Green State University

NASSS NEWSLETTER EDITOR:

Lee Vander Velden, University of Maryland

1990 CONFERENCE ORGANIZING COMMITTEE:

Barbara Brown, University of Western Ontario, Program Chair*

Jay Coakley, University of Colorado at Colorado Springs, Coordinator

Committee Members:

D. Stanley Eitzen, Colorado State University

Cynthia Hasbrook, University of Wisconsin, Milwaukee

Michael Messner, University of Southern California

Kevin Young, University of Calgary

Site Coordinator:

Peter Adler, University of Denver; with help from Patricia Adler, University of Colorado, and Charles P. Gallmeier, Valparaiso University

Special Acknowledgments:

University of Colorado at Colorado Springs; University of Denver; Dean Purdy for the Book Display; Dorene Miller and Andrea Silverstein for work beyond the call of duty.

* Barbara Brown died on 11 August 1990. The 1990 NASSS Conference is respectfully dedicated to her memory.

PROGRAM

WEDNESDAY, NOVEMBER 7, 1990

4:30 - 6:30 pm

NASSS Executive Council Meeting (Howard Nixon, President/Presider)

6 - 9:00 pm

Early Registration, Desk in the Marriott Ballroom area

8 - 11:00 pm

Welcoming Reception/Cocktail Party for NASSS
(Marriott Ballroom, Salons A-C)

THURSDAY, NOVEMBER 8, 1990

8:00 - 4:00

Conference Registration (Ballroom Reception area)

8:30 - 10:00 am

SESSION K-1: Welcome and Announcements: Peter Adler, Jay Coakley
Special Conference Dedication: Celebration of Barbara Brown
Klaus Meier, University of Western Ontario

Keynote presentation:

"On Knowledge Seeking in Sport Sociology: Past and Present"
George Sage, University of Northern Colorado

10:15 - Noon

SESSION 1-1 (Salon A)

NASSS PANEL AND DISCUSSION

*"NORMS OF ANONYMITY AND CONFIDENTIALITY IN CELEBRITY
INTERVIEWING"*

Moderator: Chris Stevenson, University of New Brunswick

Panelists:

Gerard Brandmeyer, University of South Florida

Steve Ortiz, University of California, Berkeley

Charles Gallmeier, Valparaiso University

SESSION 1-2 (Salon B)**MASS MEDIA: GENDER PORTRAYALS IN MEDIATED SPORT, AND PHOTOGRAPHIC/VISUAL PORTRAYALS OF SPORT**

Organizer: Margaret Carlisle Duncan, University of Wisconsin, Milwaukee

Chair: Cynthia A. Hasbrook, University of Wisconsin, Milwaukee

Presentations:a) *"Separating the Men from the Girls: Gendered Commentary in Televised Sports"*

Michael A. Messner, University of Southern California; Margaret Carlisle Duncan, University of Wisconsin, Milwaukee; Kerry Jensen, University of Southern California

b) *"Subject Position, the Look, and Visual Pleasure in Televised Women's Basketball"*

Margaret Carlisle Duncan, University of Wisconsin, Milwaukee; Michael A. Messner and Kerry Jensen, University of Southern California

c) *"Fixing the Boundaries of Physical Gender: Textual Strategies in Anti-Drug Campaigns in Athletics"*

Laurel R. Davis, University of Iowa; Linda C. Delano, Hamline University

Discussion facilitator: Cynthia A. Hasbrook, University of Wisconsin, Milwaukee

SESSION 1-3 (SALON C)**INTERCOLLEGIATE ATHLETICS**

Organizer and Chair: Gary Sailes, Indiana University

Presentations:a) *"Exploitation and Intercollegiate Athletics: The Perceptions of Division I and II Student-Athletes"*

Alison J. Buliavac, San Jose State University

b) *"The Perceptions and Experiences of Female Student-Athletes Revisited: A Longitudinal Approach"*

Barbara Bedker Meyer, Michigan State University

c) *"Demographic Factors in the Academic Performance of Student-Athletes in Division I Revenue Producing Sports"*

Robert M. Sellers, University of Virginia

Discussion facilitator: William Lide, Salisbury State University

SESSION 1-4 (SALON D)
OPEN COMMUNICATION/DIVERSE TOPICS I
 Chair: Chris Hallinan, University of Alabama

Presentations:

- a) *"The 1980 Olympic Boycott: An Athlete's Perspective"*
 Jane Crossman and Ron Lappage, Lakehead University
- b) *"A Preliminary Report on the Culture and Social Organization of Ultra-Marathon Running"*
 Dan C. Hilliard, Southwestern University
- c) *"Play - A Liberating Experience"*
 Karin A.E. Volkwein, Northern Illinois University
- d) *"Predicting Persistence and Attrition in the Martial Arts: A Logistic Regression Model"*
 Simon P. Attle and Andrew Yiannakis, University of Connecticut

Noon - 1:30 LUNCH

1:30 - 3:15

SESSION 2-1 (SALON A)
PROFESSIONAL DEVELOPMENT WORKSHOP:
VISUAL SPORT SOCIOLOGY: TEACHING AND RESEARCH
APPLICATIONS
 Workshop Leader: Timothy Curry, Ohio State University

SESSION 2-2 (SALON B)
THE MEANING OF PARTICIPATION IN EXERCISE AND SPORT
 Chair: Christopher Stevenson, University of New Brunswick

Presentations:

- a) *"The Meaning of Participation in Golf"*
 Hal Walker, University of Connecticut
- b) *"A Hermeneutical Study of Meaning in Exercise"*
 Larry L. Fahlberg, University of Wyoming
- c) *"Participating in a Coed Softball League: A Phenomenological Approach"*
 Ronald Ammons, Bowling Green State University

Discussion facilitator: Steve Ortiz, University of California, Berkeley

SESSION 2-3 (SALON C)**RACE AND SPORT**

Organizer and Chair: David M. Furst, San Jose State University

Presentations:

a) *"The Socioeconomic Determinants of Black Sports Participation"*

Gary A. Sailes, Indiana University

b) *"Women of Color in Sports: African American Elite Women Athletes' Socialization and Strategies for Achievement"*

Yevonne R. Smith, Michigan State University

c) *"Effects of Interscholastic Athletic Participation on the Social, Educational, and Career Mobility of Hispanic Boys and Girls: Some Preliminary Findings"*

Merrill J. Melnick, SUNY Brockport; Donald F. Sabo, D'Youville College; Beth Vanfossen, SUNY Brockport

d) *"The Utility of the 'Race' Concept in Sports Science Research"*

Christopher J. Hallinan, University of Alabama; Jane DeGrenier, University of Richmond

Discussion facilitator: Othello Harris, Miami University

SESSION 2-4 (SALON D)**SPORT AND CRITICAL ETHNOGRAPHY**

Organizer and Chair: Alan M. Klein, Northeastern University

Presentations:

a) *"Sport and Critical Ethnography: Women and Basketball in the Caribbean"*

Joan Mandle, Pennsylvania State University; Jay Mandle, Temple University

b) *"Labeling the Rookie: A Critical Appraisal of Career Mobility Among Dominican Rookies"*

Alan M. Klein, Northeastern University

c) *"Leaving, Revisiting, and Staying in Touch: Neglected Issues in Field Research"*

Charles P. Gallmeier, Valparaiso University

d) *"Doing Critical Ethnographies of Sports: Some Methodological Implications"*

Douglas E. Foley, University of Texas, Austin

3:30 - 5:15

SESSION 3-1 (SALON A)

CRITICAL ASSESSMENTS OF CRITICAL SPORT RESEARCH AND THEORY

Organizer and Chair: Todd Crosset, Brandeis University

Presentations:

a) *"Liberalism, Socialism, and the Art of Separation: A Critical Reconsideration of Leftist Theories of Sport"*

Bill Morgan, University of Tennessee

b) *"Working Against Oppression in Sport: Towards an Inclusive Critical Sport Sociology"*

Alison M. Dewar, Miami University (Ohio)

c) *"Boring from Within: The Problem of Praxis Within Sport Sociology"*

Donald Sabo, D'Youville College

Discussion facilitator: Cheryl Cole, University of Colorado at Colorado Springs

SESSION 3-2 (SALON B)

INTERCOLLEGIATE SPORT: PROBLEMS AND POLICY ISSUES

Organizer and Chair: Andrew Yiannakis, University of Connecticut

Presentations:

a) *"The Billion Dollar Battle: An Attempt to Reform the NCAA by Viewing Sport as a Cultural Phenomenon as Well as a Business"*

F. Wayne Blann and Stephen D. Mosher, Ithaca College

b) *"Managing a Big-Time Intercollegiate Athletic Department: Issues and Problems"*

Gary Ness, University of New Mexico

c) *"Sport Sociologists and Media: When Researchers and Reporters Meet"*

Allen Sack, University of New Haven

d) *"The Demand for Sport: The Case of Intercollegiate Football"*

Robert Schoeni, University of Michigan

SESSION 3-3 (SALON C)

THE COACH ROLE: CONFLICTS AND CAREER PATTERNS

Chair: George H. Sage, University of Northern Colorado

Presentations:

a) *"Career Patterns of Selected Scholastic Basketball Coaches"*

Dennis Floyd Jones, West Virginia University

b) *"Female Intercollegiate Athletes' and Female Head Coaches' Perceptions of the Sex Role of Female Head Coaches at the Intercollegiate Level"*

Timothy J. Bryant and Bea Yeager, Western Illinois University

c) *"Intra-Role Conflict in Head Men's College Basketball Coaches"*

Mark Boyea, University of Maryland

Discussion facilitator: John Massengale, University of Nevada, Las Vegas

SESSION 3-4 (SALON D)

SPORT AND POPULAR EXPRESSION: ETHNIC AND NEOCOLONIAL RELATIONS

Organizer and Chair: Janet Harris, University of North Carolina at Greensboro

Presentations:

a) *"The Differences and Similarities in Physical Expressive Behavior After Touchdowns Between Black and White NFL Athletes"*

Vernon Lee Andrews, University of Wisconsin, Madison

b) *"Variations in Race Relations for Native Canadians in Sport"*

Victoria A. Paraschak, University of Windsor

c) *"Welsh Indigenous and British Imperial!? Welsh Rugby and Society, 1890-1914"*

David L. Andrews, University of Illinois

Discussion facilitator: Alan M. Klein, Northeastern University

FRIDAY, NOVEMBER 9, 1990

7 - 8:30 am

Sociology of Sport Journal Editorial Board Breakfast (Editor, Peter Donnelly, McMaster University)

8:45 - 10:00

SESSION K-2

Announcements; Student Paper Contest Winner Ceremony: Michael Messner

Keynote Presentation:

"A Decade of Gender Relations in the Sociology of Sport"

Susan Birrell, University of Iowa

10:15 - Noon

SESSION 4-1 (SALON A)

PROFESSIONAL DEVELOPMENT WORKSHOP:

QUANTITATIVE METHODS: SURVEY DATA ANALYSIS USING SPORT VARIABLES

Workshop Leader: Wib Leonard, Illinois State University

SESSION 4-2 (SALON B)

SPORT, POLITICS, AND FOREIGN POLICY

Organizer and Chair: Donald Macintosh, Queen's University

Presentations:

a) *"Modernity and Membership: Sport and International Stature"*

David Whitson, University of Alberta

b) *"From Quarantine to Dismantlement: Intensifying the Campaign Against Apartheid Sport"*

Bruce Kidd, University of Toronto

c) *"Sport as a Commonwealth Sanction: Canada's Influence and Contribution"*

Gordon A. Olafson, University of Windsor

d) *"The International Olympic Committee as a Transnational Organization"*

Donald Macintosh and Michael Hawes, Queen's University

SESSION 4-3 (SALON C)

SPORT AND EMOTION

Organizer and Chair: Genevieve Rail, Laurentian University

Presentations:

a) *"Managing and Experiencing Emotions in Collegiate Baseball: Hitters and Pitchers"*

→ Eldon E. Snyder and Ronald Ammons, Bowling Green State University

b) *"Ethics and Emotion: Re-Viewing Sport Structures and Practices"*

Mary E. Duquin, University of Pittsburgh

c) *"The Sociology of the Emotions: Competing Approaches, Possible Synthesis"*

Joe Maguire, Loughborough University, England

SESSION 4-4 (SALON D)**SPORT FANDOM: NEW DIRECTIONS FOR LINKING THEORY AND PRACTICE**

Organizers: Laurence Chalip and Lee Vander Velden, University of Maryland

Chair: Peter Farmer, Tulane University

Presentations:

a) *"The Polysemic Structure of Sport Fascination: Olympic Lessons for Sport Theory and Promotion"*

Laurence Chalip, University of Maryland

b) *"Fan Interest: Rivalries or Television"*

Lee Vander Velden, University of Maryland

c) *"Fandom and Meaning: The Connotations of Hometown Baseball"*

Andrew Barlow, University of Maryland

Discussion facilitator: Stephen Mosher, Ithaca College

Noon - 1:30 Lunch; Informal Student Luncheon (Meet in Lobby)**1:30 - 3:15****SESSION 5-1 (SALON A)****GENDER AND SPORT**

Organizer and Chair: Michael Messner, University of Southern California

Presentations:

a) *"The All-American Girls' Professional Baseball League"*

Gai I. Berlage, Iona College

b) *"Fraternal Bonding in the Locker Room: A Dramaturgical Analysis of Talk about Competition and Women"*

Timothy Jon Curry, The Ohio State University

c) *"Gender Differences in Role Accumulation and Role Conflict in Parent Athletes"*

David P. Johns and Alison Farrow, University of Manitoba

d) *"Always Too Fat; Never Too Thin"*

Annelies Knoppers, Michigan State University

SESSION 5-2 (SALON B)
CHILDREN AND ADOLESCENTS IN SPORT
 Organizer and Chair: Martin Miller, Iowa State University

Presentations:

a) *"Employment During High School and Sport Participation: Analyses of Canadian Survey Data"*

William G. McTeer, Wilfrid Laurier University; Philip G. White, McMaster University

b) *"Childhood Physical Activity Socialization and the Nature of Parental Influence"*
 Cynthia A. Hasbrook, Joseph E. Weitzer, and Rebecca Lewthwaite, University of Wisconsin, Milwaukee

c) *"The Role of Peer Interactions and Affective Responses in the Physical Activity Socialization of Girls"*

Monica A. Kunesh, University of Wisconsin, Milwaukee

d) *"Conceptualizing Attitudes Toward Play: The Game Orientation Scale and the Context Modified Webb Scale"*

Donald L. Greer, University of Nebraska at Omaha; Michael G. Lacy, Colorado State University

Discussion facilitator: Mary Duquin, University of Pittsburgh

SESSION 5-3 (SALON C)
SPORT VIOLENCE: NEW CONCEPTUAL APPROACHES
 Chair: Laurence Chalip, University of Maryland

Presentations:

a) *"Vicarious Dominance: Sports, Testosterone, and False Potency"*

Theodore D. Kemper, St. John's University

b) *"A Multi-Stage Model of Sport Violence: Implications for Research and Application"*

Andrew Yiannakis, University of Connecticut

Discussion facilitator: Robert Hughes, University of Colorado at Colorado Springs

SESSION 5-4 (SALON D)
INTERNATIONAL ASPECTS OF SPORT: THE OLYMPICS AND BEYOND
 Organizer and Chair: Eric Wagner, Ohio University

Presentations:

a) *"International Aspects of Sport in Latin America: Perceptions, Prospects, and Proposals"*

Joseph L. Arbena, Clemson University

b) *"Portrayals of the Olympic Games by the Mass Media: Texts, Production Techniques, and Social Relations"*
Janet C. Harris and Kathleen M. Kinkema, University of North Carolina at Greensboro

c) *"What We Learned from the Seoul Olympic Games: Report from the Seoul Olympiad Anniversary Conference"*
Craig Mulling, University of Hawaii and East-West Center

d) *"Sport and Development in the Third World in the 1980s: An Empirical Assessment"*
Eric A. Wagner, Ohio University

3:30 - 4:45 NASSS Presidential Address
"Sport Sociology that Matters: Imperatives and Challenges for the 1990s"
Howard Nixon, Appalachian State University

5:00 - 6:00 NASSS Business Meeting (Agenda TBA)

6:00 - 7:30 NASSS Annual Wine & Cheese Reception (Salons G, H and I)

7:35 Denver Nuggets-Seattle SuperSonics Basketball Game, McNichols Arena

SATURDAY, NOVEMBER 10, 1990

7 - 8:30 am
NASSS Executive Council Breakfast (Jay Coakley, University of Colorado at Colorado Springs, Presider)

8:45 - 10:00
SESSION K-3
Announcements

Keynote Presentation--THE HUMAN KINETICS LECTURE ON ISSUES IN SPORT:

"A Decade of Agency--The Challenge of Changing Sport"
David Meggyesy, National Football League Players Association
(Sponsored by Human Kinetics Publishers, Inc.)

10:15 - Noon

SESSION 6-1 (SALON A)

PROFESSIONAL DEVELOPMENT WORKSHOP:

QUALITATIVE METHODS: HISTORICAL AND INTERPRETIVE ANALYSIS

Workshop Leaders:

Joe Maguire, Loughborough University, England

Bob Sparks, University of British Columbia

SESSION 6-2 (SALON B)

OPEN COMMUNICATION/DIVERSE TOPICS II

Chair: D. Stanley Eitzen, Colorado State University

Presentations:

a) *"Ultimate Frisbee: A Socio-Historical Perspective"*

Andrew B. Borinstein, Columbia University

b) *"The Impure Sport of Purebred Dogs"*

Avrama Gingold, The Population Council, New York

c) *"Mountain: A Case Study in the Commercialization of Sport Using Content Analysis"*

Karen Berkhout, University of Western Ontario

d) *"Factors Predicting Female Participation in Non-Contact, Low Contact and High Contact Sports: A Logistic Regression Model"*

Heather Gibson, University of Connecticut

SESSION 6-3 (SALON C)

THEORY AND RESEARCH IN PROGRESS: REPORTS AND INFORMAL DISCUSSION

Organizer and Chair: Philip White

Presentations:

a) *"Dog Meat and Distance Runners: A Participant Observation Study of a Competitive Running Club"*

David Furst, San Jose State University

b) *"The Occupational Character of Sport"*

James H. Frey and John D. Massengale, University of Nevada, Las Vegas

c) *"Empowerment and Constraint in Women's Sport: Voices of the College Athlete"*

Elaine Blinde and Terese Stratta, Southern Illinois University-Carbondale

- d) *"Assessing Stress and Coping Mechanisms among Chinese Collegiate Athletes"*
William J. Rudman and Bin Hong-Zey, Ohio State University

Discussion facilitator: William McTeer, Wilfrid Laurier University

SESSION 6-4 (SALON D)

TEACHING THE SOCIOLOGY OF SPORT: CREATIVE CLASSROOM TECHNIQUES

Organizer and Chair: Tim Jurkovac, Bowling Green State University

Presentations:

- a) *"The SOS Research Paper"*

Merrill J. Melnick, State University of New York, College at Brockport

- b) *"Taters, Flares, and K's: Successes and Failures in the Teaching of the Sociology of Sport as a Writing-Intensive Course"*

Steve Lerch, Radford University

- c) *"A Sociological Perspective of Sport and the Mass Media"*

Jane Stangl, Knox College; Gunnar Valgeirsson and Timothy Jurkovac, Bowling Green State University

- d) *"Teaching a One-Credit Course in Sport Sociology through Film"*

Gai I. Berlage, Iona College

Discussion facilitator: Eric Wagner, Ohio University

Noon - 1:30

Lunch, etc.

1:30 - 3:15

SESSION 7-1 (SALON A)

NASSS PANEL: CAREERS IN SOCIOLOGY OF SPORT---LOOKING BACK

Chair: Peter Donnelly, McMaster University

Panelists:

Susan Greendorfer, University of Illinois

John Loy, University of Illinois

Andy Miracle, Texas Christian University

Eldon Snyder, Bowling Green State University

SESSION 7-2 (SALON B)

OPEN COMMUNICATION/DIVERSE TOPICS III

Chair: Alison Dewar, Miami University (Ohio)

Presentations:

- a) *"Towards a Sociology of Boxing: The 'Manly Art' in Black Chicago"*

Loic J.D. Wacquant, Harvard University and EHESS-Paris

b) *"An Inquiry into the Dubin Inquiry: A Critical Assessment"*

Klaus Meier, University of Western Ontario

c) *"The 'Christian-Athlete': Role Integration or Role Segregation?"*

Christopher L. Stevenson, University of New Brunswick

d) *"A Content Analysis of Xin Tiyu, the Primary Sport Periodical in the People's Republic of China, 1974-1984"*

Mei Zhao, Bowling Green State University

SESSION 7-3 (SALON C)

MEDIA AND GENDER: COVERAGE AND IMAGES OF WOMEN

Chair: Susan Birrell, University of Iowa

Presentations:

a) *"Media Coverage for Women's and Men's Teams Participating in the NAIA Basketball Championships"*

L. Marlene Mawson, Illinois State University; Laura A. Ball, University of Kansas

b) *"Sexual Exploitation in Advertising Health and Wellness Products"*

William Rudman and Akiko Hagiwara, Ohio State University

c) *"Gender Images in Televised Sport: The Shaping of a Decade"*

Catriona T. Higgs, Slippery Rock University; Karen H. Weiller, University of North Texas

Discussion facilitator: Laurie Schulze, University of Denver

SESSION 7-4 (SALON D)

INTERNATIONAL ASPECTS OF SPORT: CULTURAL DIFFUSION, CHANGE, AND CONSERVATISM

Organizer and Chair: Eric Wagner, Ohio University

Presentations:

a) *"The Cultural Diffusion of Sport: A World-System Typology"*

Jimmy A. Frazier, Bowling Green State University

b) *"Modernized Function of Sport and Social Change of the Japanese Rural Community: Puzzled Villagers being Confronted with Sport-Resort Construction Boom"*

Kazunori Matsumura, University of Tsukuba, Japan

c) *"Participation in Organized Sports and Conservatism: A Cross-Cultural Analysis"*

Yiorgos Apostolopoulos and Stella Leivadi, University of Connecticut

d) *"A Cross-Cultural Study of the Socialization Process of Female Soccer Athletes"*
March L. Krotee and Chin-Yun Huang, University of Minnesota; Roland Naul,
University of Essen, FRG

3:30 - 5:15

SESSION 8-1 (SALON A)

**NASSS PANEL: CAREERS IN SOCIOLOGY OF SPORT---LOOKING
AHEAD**

Moderator: Jay Coakley, University of Colorado at Colorado Springs

Panelists:

Cheryl Cole, University of Colorado at Colorado Springs

Alison Dewar, Miami University

Joe Maguire, Loughborough University

Mike Messner, University of Southern California

Kevin Young, University of Calgary

SESSION 8-2 (SALON B)

OPEN COMMUNICATION/DIVERSE TOPICS IV

Chair: Othello Harris, Miami University (Ohio)

Presentations:

a) *"Sport Participation as a Determinant of Fitness and Health Behavior Among
College Students"*

Dean A. Purdy and Terry Parsons, Bowling Green State University

b) *"High School Athletic Participation and Family Background Characteristics as
Related to Dropping Out of High School: A Longitudinal Analysis"*

Elmer Spreitzer and Eldon E. Snyder, Bowling Green State University

c) *"Pay-to-Play: Status and Implications"*

Clarence Burns, University of Montana

d) *"Racial Lines of Diffusion of the Flop Technique in the High Jump"*

John C. Phillips, University of the Pacific

e) *"Towards an Integrative Critique of Modern Sport"*

Lisa McDermott, Queen's University

SESSION 8-3 (SALON C)

**MASS MEDIA: POLITICAL ECONOMY, REPRESENTATION, CULTURAL
REPRODUCTION**

Organizer and Chair: Bob Sparks, University of British Columbia

Presentations:

a) *"A Revolution in Motion: Advertising and the Politics of Nostalgia"*

Jeremy W. Howell, University of California, Berkeley

b) *"Wouldn't It Be Nice? II: Redemption and Salvation in Contemporary American Adult Sport Films"*

Stephen D. Mosher, Ithaca College

c) *"Nostalgia and the Sport Festival Flame Ceremony"*

Synthia S. Slowikowski, University of Illinois at Urbana-Champaign

Discussion facilitator: Peter Donnelly, McMaster University

SUNDAY, NOVEMBER 11, 1990

8:15 - 10:15 am

Optional Informal Farewell Breakfast (sign up at Registration Desk)

END OF CONFERENCE